

	Effective Date:	09-12-2011
	Policy #:	G-02
	Supersedes:	12-01-04
Subject: Accessible Video Production		Page: 1 of 3

PURPOSE

The Department of Licensing and Regulatory Affairs (LARA) uses videos in communicating to internal and external audiences about its mission, programs, products and services. In keeping with Federal and State disabilities rights laws this policy ensures a standardized approach to the production of video media.

POLICY

Video Captioning and Audio Description

1. All training and informational video recorded productions which support the agency's mission*, and contain speech or other audio information necessary for the comprehension of the content, shall be open or closed captioned.
2. All training and informational video recordings which support the agency's mission*, regardless of format, that contain visual information necessary for the comprehension of the content, shall be audio described.
3. Display of presentation of alternate text presentation or audio descriptions shall be user-selectable unless permanent.
4. The Division of Media Technology (DMT) is responsible for implementing this policy and will maintain procedures for producing, commissioning or otherwise procuring video media.

PROCEDURES

The following procedures for in-house produced closed captioning, audio description and pre-existing videos are as follows:

Captioning

- The customer/client provides a written script.
- Captioning will follow industry norms.
- In the event that the customer cannot provide a written script, DMT will assist in working with the client to get a transcript.
- Upon receiving the script from the customer DMT will review the material for clarity and language.
- Closed captioning will be provided using these materials.

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- A description of the availability of closed captioning, open captioning or audio description will be listed on the DVD or video.
- Cost of captioning will be invoiced to the customer.

Audio Description

Audio description (AD) should describe any visuals that significantly add to or enhance the message of the video. DMT follows Audio Description International (ADI) standards and definitions, which state, in pertinent part: “Audio description is a means for providing access for people who are blind or have impaired vision. The purpose of audio description is to give people who are blind or have impaired vision a more complete picture of what is being shown, enabling them to appreciate and to share in the presentation as fully as a sighted person.”

- DMT will review and provide AD voice-overs to videos when necessary.
- AD voice-overs should only be present when there is no other audio narration on the video. Ideally, the AD voice-over should be performed by someone other than the person doing the regular narration on the video.
- Audio description should be available on the Second Audio Program (SAP) channel.
- If audio description cannot be provided on the SAP channel, the audio description on the video should be “open”, or there should be an alternate video available with open audio description.
- A description of the availability of closed captioning, open captioning or audio description will be listed on the DVD or video.

Vendor Usage/ Pre-existing Videos

In the event a video is requested to be purchased, procured, rented or obtained through a contract facilitator for training purposes, job enhancement, guidelines and/or knowledge of duties, approval to obtain this video must come through DMT.

- DMT will review the video with the client and make recommendations on the process needed for the video to comply with the current policy.
 Example: If a client requests to use a video for an enhancement group or training session, they would first request approval from DMT to use the video. If DMT finds the video to be accessible it can be used.

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- If the video is not accessible DMT would review the video with the client and suggest changes needed. DMT will contact the producers of the video to request the alterations for accessibility.
- If the producer wants to make the alterations, the time frames for the completion of the project are decided. If accessibility cannot be achieved in the time frames desired by the client, then DMT will offer to make the changes.
- If the producer refuses to make the changes and refuses to allow DMT to make the video accessible, then DMT will:
 - Advise the producer of the ADA and LARA policy;
 - Advise the client not to use the inaccessible video;
 - Advise the client of alternative means to present equivalent information in an accessible format and
- If the client states that a small group of customers will view the video and no one will require accommodation for accessibility then a written request for approval must go to the LARA ADA coordinator.
- If the client refuses to comply with this policy a report will be made to the LARA HR ADA Coordinator.

Lack of equipment or faulty equipment is not a reason to show inaccessible videos or DVD's

* Note: Video recordings intended for internal investigative processes and/or documentation such as depositions, video recorded inspections, etc. are not included in the scope of this policy.